

**What is claimed is:**

1. A method for providing dynamic provisioning of services in a network,  
comprising:  
5 transmitting a service having a control channel over a first transport stream, in  
accordance with a first configuration parameter of the service stored by an end user terminal, in  
which the control channel is identified with the first transport stream;  
transmitting a second configuration parameter to the end user without receiving  
interactive information from the end user terminal, the second configuration parameter  
10 identifying the control channel with a second transport stream; and  
transmitting the service to the end user terminal over the second transport stream.
2. The method of claim 1, wherein the network is a digital video  
broadcasting network.
3. The method of claim 1, wherein the network is at least one of: a computer  
network and a wireless network.
4. The method of claim 1, wherein the control channel is an Internet Protocol  
20 control channel.
5. The method of claim 1, wherein the second configuration parameter  
comprises data allowing the end user terminal to access the service.

6. The method of claim 1, wherein the service comprises at least one of: a television program, multimedia content, text information and audio information.

5 7. The method of claim 1, wherein the service is an Internet Protocol-based service.

8. The method of claim 1, wherein said transmitting the second configuration parameter further comprises:

generating the second configuration.

9. The method of claim 1, further comprising:  
selecting the second transport stream based on at least one of: a data size of the service and an available bandwidth of the first and second transport streams.

10. The method of claim 1, wherein the second configuration parameter includes a program identifier for the service transmitted in the second transport stream.

11. The method of claim 1, wherein the service comprises a plurality of services from a plurality of service providers.

12. The method of claim 1, wherein the first configuration parameter comprises at least one parameter corresponding to addressing information for the service.

13. The method of claim 1, wherein the second first configuration parameter comprises at least one parameter corresponding to addressing for the service.

14. An apparatus for providing dynamic provisioning of services in a network,  
5 comprising:

means for transmitting a service having a control channel over a first transport stream, in accordance with a first configuration parameter of the service stored by an end user terminal in which the control channel is identified with the first transport stream;

means for transmitting a second configuration parameter to the end user without receiving interactive information from the end user terminal, the second configuration parameter identifying the control channel with a second transport stream; and

means for transmitting the service to the end user terminal over the second transport stream.

15. A method for providing dynamic provisioning of services in a network,  
comprising:

a transmitter for transmitting a service having a control channel over a first transport stream, in accordance with a first configuration parameter of the service stored by an end user terminal in which the control channel is identified with the first transport stream;

20 a processor for generating and transmitting a second configuration parameter to the end user without receiving interactive information from the end user terminal, the second configuration parameter identifying the control channel with a second transport

stream, wherein the transmitter further for transmitting the service to the end user terminal over the second transport stream.

16. A method for dynamically receiving services in a network, performed by  
5 an end user terminal, the method comprising:
- receiving a service having a control channel over a first transport stream, in accordance with a first configuration parameter of the service stored by the end user terminal in which the control channel is identified with the first transport stream;
  - receiving a second configuration parameter through the control channel without providing interactive information, the second configuration parameter identifying the control channel with a second transport stream; and
  - accessing the service over the second transport stream.
17. A method for providing dynamic provisioning of services in a network,  
15 comprising:
- transmitting a service having a control channel over a first portion of a transport stream, in accordance with a first configuration parameter of the service stored by an end user terminal in which the control channel is identified with the first portion of the transport stream;
  - 20 transmitting a second configuration parameter to the end user using without receiving interactive information from the end user terminal, the second configuration parameter identifying the control channel with a second portion of the transport stream; and
  - transmitting the service to the end user terminal over the second portion of

the transport stream.

18. The method of claim 17, wherein the network is a digital video  
broadcasting network.

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19. The method of claim 17, wherein the network is at least one of: a  
computer network and a wireless network.

20. The method of claim 17, wherein the control channel is an Internet  
Protocol control channel.

21. The method of claim 17, wherein the second configuration parameter  
comprises data allowing the end user terminal to access the service.

22. The method of claim 17, wherein the service comprises at least one of: a  
television program, multimedia content, text information and audio information.

23. The method of claim 17, wherein the service is an Internet Protocol-based  
service.

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24. The method of claim 17, wherein said transmitting the second  
configuration parameter further comprises:

generating the second configuration parameter.

25. The method of claim 17, further comprising:

selecting the second portion of the transport stream based on at least one of: a data size of the service and an available bandwidth of the transport stream.

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26. The method of claim 17, wherein the second configuration parameter

includes a program identifier the service transmitted in the second portion of the transport stream.

27. The method of claim 17, wherein the service comprises a plurality of

services from a plurality of service providers.

28. The method of claim 17, wherein the first configuration parameter

comprises at least one parameter corresponding to addressing information for the service.

29. The method of claim 17, wherein the second first configuration parameter

comprises at least one parameter corresponding to addressing information for the service.

30. An apparatus for providing dynamic provisioning of services in a network,

20 comprising:

means for transmitting a service having a control channel over a first

portion of a transport stream, in accordance with a first configuration parameter of the service stored by an end user terminal in which the control channel is identified with the first portion of the transport stream;

means for transmitting a second configuration parameter to the end user

5 without receiving interactive information from the end user terminal, the second configuration parameter identifying the control channel with a second portion of the transport stream; and

means for transmitting the service to the end user terminal over the second portion of the transport stream.

31. An apparatus for providing dynamic provisioning of services in a network, comprising:

a transmitter for transmitting a service having a control channel over a first portion of a transport stream, in accordance with a first configuration parameter of the service stored by an end user terminal in which the control channel is identified with the first portion of the transport stream;

a processor in communication with the transmitter for generating a second configuration parameter to the end user without receiving interactive information from the end user terminal, the second configuration parameter identifying the control channel with a second portion of the transport stream, wherein the transmitter further for transmitting the service to the  
20 end user terminal over the second portion of the transport stream.

32. A method for dynamically receiving services in a network, performed by an end user terminal, the method comprising:

receiving a service having a control channel over a first portion of a transport stream, in accordance with a first configuration parameter of the service stored by the end user terminal in which the control channel is identified with the first portion of the transport stream;

5 receiving a second configuration parameter through the control channel without providing interactive information, the second configuration parameter identifying the control channel with a second portion of the transport stream; and

accessing the service over the second portion of the transport stream.

33. A method for communicating a new service to an end user terminal over a network without interaction from the end user terminal, the method comprising:

assigning a service having a control channel to a first transport stream;  
generating at least one configuration parameter including the control channel for the service;

transmitting the at least one configuration parameter to an end user terminal; and

transmitting the service including the control channel over the first transport stream, whereby the end user terminal accesses the service by reading the at least one configuration parameter and generates an appropriate interface using the control channel without providing interactive information.

34. The method of claim 33, wherein the network is a digital video broadcasting network.



35. The method of claim 33, wherein the network is at least one of: a  
computer network and a wireless network.

5 36. The method of claim 33, wherein the control channel is an Internet  
Protocol control channel.

37. The method of claim 33, wherein the second configuration parameter  
comprises data allowing the end user terminal to access the service.

38. The method of claim 33, wherein the service comprises at least one of: a  
television program, multimedia content, text information and audio information.

39. The method of claim 33, wherein the service is an Internet Protocol-based  
service.

40. The method of claim 33, further comprising:  
selecting the transport stream based on at least one of: a data size of the service  
and an available bandwidth of the transport stream.

20 41. The method of claim 33, wherein said transmitting the configuration  
parameter comprises  
transmitting a program identifier for the service through the transport

stream.

42. The method of claim 33, wherein the service comprises a plurality of services from a plurality of service providers.

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43. An apparatus for communicating a new service to an end user terminal over a network without interaction from the end user terminal, the method comprising:

means for assigning a service having a control channel to a first transport stream;

means for generating at least one configuration parameter including the control channel for the service;

means for transmitting the at least one configuration parameter to an end user terminal; and

means for transmitting the service including the control channel over the first transport stream, whereby the end user terminal accesses the service by reading the at least one configuration parameter and generates an appropriate interface using the control channel without providing interactive information.

44. An apparatus for communicating a new service to an end user terminal over a network without interaction from the end user terminal, the method comprising:

a processor for assigning a service having a control channel to a first transport stream and generating at least one configuration parameter including the control channel for the service; and

a transmitter for transmitting the at least one configuration parameter to an  
end user terminal and further for transmitting the service including the control channel over the  
first transport stream, whereby the end user terminal accesses the service by reading the at least  
one configuration parameter and generates an appropriate interface using the control channel  
5 without providing interactive information.

45. A method for dynamically receiving a new service over a network,  
performed by an end user terminal, the method comprising:  
receiving at least one program identifier corresponding to a service on a  
10 network; and  
selecting a control channel from the network corresponding to the packet  
identifier;  
receiving configuration information for the service from the control  
channel;  
15 generating an appropriate interface using the at least one configuration  
parameter; and  
receiving the service without providing interactive information to a  
network operator.

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